IMPACT OF PLASTIC BAN ON CONSUMER BEHAVIOR TOWARDS BISLERI

Swathi Nair

Abstract

The usage of plastics cause both convenience & inconvenience in our daily lives. Plastics are hazardous for Individuals health & even environment. As plastics are not Bio degradable they also create hygiene & wastage issues as plastics are littered all around. Usage of plastics can be reduced only after the change in perception/habits of consumers. It is not easy to change the consumer habits but the consumers should make an effort to change their habits by reducing the usage of plastics. Reduction in the usage of plastic would safeguard the human lives & ecology as well. As this step taken by the government was ineffective, therefore the government should come up with combinations of some policies for the policy to be effective. This policy have to be so effective that consumers should change their perception towards the policy of plastic ban.

Keywords: Plastic Usage, Ban on Plastic Usage, Consumer Behavior, Consumer Negligence Effects on Ecology.

INTRODUCTION

The usage of plastic causes both convenience and inconvenience in our routine lives. Plastic is a moral hazard in our daily lives. Usage of plastic bottles like Bisleri on regular basis not only proves hazardous for the environment but also creates hygiene and wastage issues as the plastic was not bio-degradable substance. As the time changes the consumers were aware of hazardous plastic they not only reduced the usage of plastic bottles or bags, but are also ready to prefer the brands that are socially responsible. As per the green marketing, consumers also played vital role in protecting the environment as well as the health of each individual. Businesses have also supported the step taken by the government of eliminating the usage of plastic in our daily lives to protect their business environment. It was difficult for consumers to follow the step that was taken by the government of banning plastic bags, bottles etc, but still they are trying to cope with the situation and trying to reduce the use of plastic in their uniform lives.

Over 50% of waste was comprised of using plastic bags, bottles & plastic packaging. Individual still use plastic bags, glass, containers etc as per their convenience, because of which the whole society have to bear the consequences. Plastic consumption also leads to clogged drains that results in sanitation & sewage problems & also leads to soil degradation which creates problem in growth of trees, also many animals are affected because of toxic substance around them. To reduce the usage of plastic variety of regulatory instruments, awareness campaigns, command and control approaches were adopted. However, the efforts taken by the government towards the ban on plastic was not effective in changing consumer behavior towards plastic use. This was due to weak enforcement of the laws & penalties. There should be a combination of policies to create awareness amongst the consumers & change their behavior towards plastic ban.
RESEARCH OBJECTIVE

To understand the impact of Plastic Ban on consumer behavior towards Besleri. It is very important to know the effects of using plastic & find better solution to avoid the problems arising from plastic consumption.

Proposed Hypothesis are as follows:

H1: More than 20% of respondent use Bisleri bottles even after plastic ban.
H2: An average age of respondent who consume Bisleri while outings is more than 20 years.
H3: The Preference of Besleri is not independent of Gender.

LITERATURE REVIEW

Narayan (2001) analyzed that the policy that was enforced by the government regarding plastic ban was not so effective. Because primarily the government policies encouraged Recycling now the same benefit would not reflect for waste prevention.

Dr. Tuong Thi Hoi (2002) noticed the plastic manufacturing companies, impact/effect on environment, their policies Procedures and target, standards of emission, waste water, etc in his study. Many plastic manufacturing companies were not aware of the policies, procedures & standards of emission which was vital for the companies operations in order to protect the organizational environment.

Piyush Kunnapallil & Sruthijith K K (2002) examined the viability & effectiveness of the command and control approach and that of the market-based alternatives in addressing the environmental problems caused by plastics.

Dr. Zareena Begum I (2007) she studied the economic impact of plastic on ecology & suggested some ways of plastic waste management & also provided the alternative of plastic which would lead to less pollution & also have said to improve the system of waste disposal management.

Sanghi & seema (2008) mentioned in their research paper that the ecology is getting effected due to unstoppable usage of plastic by the consumers. To stop this mere knowledge will not be helpful until there is an appropriate policies and strict measures to drive behavioral practice of consumers.

Elaine Ritch, Carol Brennan, Calum Macleod (2009) stated in the research paper that modification in consumer behavior will help in sustainable development & providing symbolic & practical evidence of “Throw away” consumer culture would create a barrier for sustainable consumption in particular.
Lorraine Whitmarsh & Christine Suffolk (2013) mentioned in their study that charges on single use plastic bags would change the attitude and habits of consumers towards usage of plastic. Charges on using plastic bags is an effective way to reduce the use of plastic in daily life & to protect the individual health & ecology.

GOOI BEE SUNG UNIVERSITI SAINS MALAYSIA has stated in his research paper that stakeholders such as customers plays a vital role in environmental and health protection. The business owners are also align with consumers opinion related to green issues as they do not wanted their business to be affected.

**RESEARCH METHODOLOGY**

Research methodology describes the way in which research needs to be undertaken and identifies the methods that can be used in it. Methodology defines a specific method and best practices that can be applied to calculate specific results. It is a theoretical analysis that explains us the methods or principles associated with a branch of knowledge. It does not defines a specific method even though special attention is given to the process and procedures that are followed to attain the objectives. The research contains responses from different age groups, gender, occupation, annual income and family type etc. Our research is based on 34 respondents which represents the overall population. The Technique used is: Excel based technique to come up with the solutions i.e P-test, T-test and Chi- squared test are used to test the hypothesis. The researcher have made the questionnaires to investigate the change in the attitude/behavior of consumers towards Plastic Ban (positive/negative).

**P-Test**

_Ho: Less than 20% of respondent use Bisleri bottles even after plastic ban._

_Ha: More than 20% of respondent use Bisleri bottles even after plastic ban._

**T-Test**

_Ho: An average age of respondent who consume Bisleri while outings is less than 20 years._

_Ha: An average age of respondent who consume Bisleri while outings is more than 20 years._

**Chi-Squared Test**

_Ho: The Preference of Besleri is independent of Gender._

_Ha: The Preference of Besleri is not independent of Gender._
**DEMOGRAPHICS**

**Observation:** The age group between 20-30 years prefer Bisleri more as compared to other age groups i.e 88%.

**Observation:** The respondent having an annual income of less than 2 lakhs prefer Bisleri more for the household chores i.e 41%.
Observation: As per the above diagram, Students consume Besleri more for drinking purpose i.e 53%.

Observation: The consumption of Bisleri is more in the family that have 4 members as there may be high consumption level i.e 47%.
**Observation:** The Male is more as compared to Female who prefer Bisleri even after the plastic ban policy i.e 23 out of 34.
DATA ANALYSIS:

Hypothesis 1: Test of Proportion (P Test)

Ho: Less than 20% of respondent use Bisleri bottles even after plastic ban.

Ha: More than 20% of respondent use Bisleri bottles even after plastic ban.

Observation: We reject the null, as more than 20% of respondent use Bisleri bottles even after plastic ban.

Insight: Even after the plastic ban policy many people still use plastic bottles, bags etc because they are habitual towards usage of plastics. People should put an effort to change their habits for the good of environment & human health.
**Hypothesis 2: Test of Mean (T-Test)**

**Ho:** An average age of respondent who consume Bisleri while outings is less than 20 years.

**Ha:** An average age of respondent who consume Bisleri while outings is more than 20 years.

<table>
<thead>
<tr>
<th>Age group</th>
<th>F</th>
<th>M</th>
<th>F*M</th>
<th>(M-X')</th>
<th>(M-X')^2</th>
<th>F*(M-X')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20</td>
<td>1</td>
<td>20</td>
<td>20</td>
<td>-16.8</td>
<td>282.24</td>
<td>282.24</td>
</tr>
<tr>
<td>20-30</td>
<td>21</td>
<td>35</td>
<td>735</td>
<td>-1.8</td>
<td>3.24</td>
<td>68.04</td>
</tr>
<tr>
<td>30-40</td>
<td>2</td>
<td>50</td>
<td>100</td>
<td>13.2</td>
<td>174.24</td>
<td>348.48</td>
</tr>
<tr>
<td>40-50</td>
<td>1</td>
<td>65</td>
<td>65</td>
<td>28.2</td>
<td>795.24</td>
<td>795.24</td>
</tr>
<tr>
<td>Grand Total</td>
<td>25</td>
<td>920</td>
<td>1494</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Observation:** We reject the null, as an average age of respondent who consume Bisleri while outings is more than 20 years.

**Insight:** According to the above Hypothesis the respondent with the age group of more than 20 years consume more Bisleri for the drinking purpose as they travel more as compared to other age groups.
Hypothesis 3: Test of independence (Chi Squared Test)

Ho: The Preference of Besleri is independent of Gender.

Ha: The Preference of Besleri is not independent of Gender.

<table>
<thead>
<tr>
<th>Gender</th>
<th>observed</th>
<th>expected</th>
<th>(Fo-Fe)</th>
<th>(Fo-Fe)^2</th>
<th>(Fo-Fe)^2/Fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>11</td>
<td>5.67</td>
<td>5.33</td>
<td>28.44</td>
<td>5.02</td>
</tr>
<tr>
<td>Male</td>
<td>23</td>
<td>5.67</td>
<td>17.33</td>
<td>300.44</td>
<td>53.02</td>
</tr>
<tr>
<td>Grand Total</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td>58.04</td>
</tr>
</tbody>
</table>

Observation: We reject the null, as the preference of Bisleri is not independent of Gender.

Insight: According to the above Hypothesis Male & Female both prefer Bisleri as a comfortable source for drinking. Bisleri is a brand that everyone can prefer as a source for drinking.
CONCLUSION

Plastic waste is an very important issue that needs to be discussed in the big cities of India. The problem of waste is increasing day by day. For this Government has ordered a complete ban on all plastic products in all market areas. However the study clearly defines that the policy of Ban on Plastic was largely ineffective based on the survey of different markets around. The ineffectiveness of the plastic ban policy prompted to find more incentive-compatible policies for consumers & Retailers. Further aiming at knowing whether there were other policies instead of ban, or there would be some another policies that will supplement the ban in limiting the usage of plastic. All the efforts were being done to execute this plastic ban policy so that the consumer’s health & Environment are safe from all types of danger. Bringing change in perception of consumers was not an easy task. But there should be a change in consumer’s attitude in order to reduce the usage of plastics & avoid the factors that may affect the human life & the ecology. As both the factor (Human health & ecology) plays a vital role in each individuals lives. Therefore, Initiative should be taken by each individual to reduce the usage of plastics for the purpose of safety.

LIMITATION OF STUDY

The study was confined only in Mumbai, so the findings may not be applicable to other areas. There is also the possibility of biasness from the respondent. This is also an important constraint of the study. It is also difficult to collect primary data from all the age groups this element is also a vital drawback in the study. This constraints should be analyzed before starting up a research process. This study can’t be applicable to the entire Globe.

REFERENCE

GOOI BEE SUNG UNIVERSITI SAINS MALAYSIA Research Report in “partial fulfillment of the requirements for the degree of Master of Business Administration”.


E Ritch, C Brennan, C MacLeod - International Journal of Consumer Studies, 2009 - Wiley Online Library.

Lorraine Whitmarsh & Christine Suffolk (2013) the introduction of a single-use carrier bag charge in Wales: Attitude change and behavioral spillover effects.

Links:
https://es.slideshare.net/HMI55/plastic-bags-and-its-impact-on-environment